THE MINISTER OF FOOD AND CIVIL SUPPLIES (RAO BIRENDRA SINGH (a) to (c) Food Corporation of India has so far entered into a contract for export of 5 lakh tonnes of wheat to U.S.S.R. There is stiff competition in the international market for export of wheat and the prices are at present ruling low. Efforts are, however, being made to export more quantities of wheat.

Low Cost Housing Technology

470. SHRI K. VASUDEVA PANICKER: Will the Minister of WORKS AND HOUSING be pleased to state:

(a) whether some research on low cost housing technology has been conducted by Government recently;

(b) if so, what is the result thereof;

(c) whether experiments of the new technologies have also been conducted by Government; and

(d) whether the experiments have proved successful?

THE MINISTER OF WORKS AND HOUSING (SHRI ABDUL GHAFOOR): (a) and (b) Such researches are being conducted at various research institutions as a result of which a number of new and improved technologies for reducing cost of construction, effecting savings in scarce building materials like cement, steel and timber and speedier construction processes have been developed.

(c) and (d) The NBO coordinates Research in Building and Housing and disseminates the results for adoption in practice. It also applies to results in Experimental|Demonstration Housing Schemes. Such experiments have proved to be successful.

Commercial Advertisement in Rural Areas

471. SHRI K. VASUDEVA PANICKER: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have launched commercial advertising in rural areas of the country;

(b) if so, what is the number of radio stations, State-wise, that would broadcast commercial advertisements;

(c) the amount of money the new programme is expected to fetch; and

(d) wheher advertisements considered to be useful for the rural development will be given some concessions also?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V.N. GADGIL): (a) Yes, Sir. Commercials have been introduced on primary Channels of AIR Stations which cover urban as well as rural areas.

(b) The state-wise list of AIR stations broadcasting Commercial advertisements on their primary channel is enclosed. (*See below*).

(c) The new advertisement revenue is expected to be around Rs. 1.5 crores per year.

(d) The rates of advertisements for sports and sponsorship items in Rural| Farm programmes are less than the rates for Film|light music (Indian & Western) including listener's choice, plays and other popular programmes.

Statement

List of Stations broadcast commercial on the primary channel

Gujarat:

1. Ahmedabad
2. Rajkot
3. Baroda